

**BEST CLEANING
IN THE INDUSTRY***
ENABLED BY THE POWERWASH™ SYSTEM

MAXIMA™
LAUNDRY PAIR



**MAXIMA™ FRONT LOAD
HIGH-EFFICIENCY LAUNDRY PAIRS**
Sales Resource Guide



*Among leading competitive brand front load washers; comparable cycles and settings.



ASSEMBLED IN OHIO

Cover models: MHW9000YG & ME/GD9000YG. Shown with optional pedestal XHPC155XG.
Above models: MHW9000YR & ME/GD9000YR. Shown with optional pedestal XHPC155XR.

POWERFUL PERFORMANCE

beyond anything we've done before

THE NEW POWERWASH™ SYSTEM MAKES A BIG SPLASH!

When customers are looking for the **mightiest cleaning action** in the industry, they need look no further than the PowerWash™ system. This complete cleaning package from America's #1 preferred laundry brand* boasts **even greater capabilities** than our PowerWash™ cycle alone. And with a user-friendly full-color widescreen LCD display, cleaning tough stains has never been easier.



BEST CLEANING IN THE INDUSTRY!*

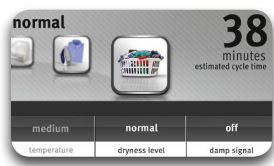
- Enabled by the PowerWash™ system, our top-of-the-line Maxima™ washers provide **unmatched cleaning performance**
- This new system combines the PowerWash™ cycle, PowerSpray technology and Optimal Dose dispenser to **power away tough stains** (Learn more on pages 2–5.)



Visit maytag.com for warranty details.

PINNACLE OF DEPENDABILITY

- **10-year limited parts warranty on the washer motor and wash basket†** (Learn more on page 12.)
- Maytag® Commercial Technology (MCT) in the washer and dryer **provide peace of mind**



PREMIUM PERFORMANCE

- Interactive LCD display uses **state-of-the-art technology and hints and tips** to make doing laundry easier
- Give customers the **best vibration control** when cleaning large loads** and **quiet tumbling** (Learn more on page 9.)



high efficiency
SensorDrying

ULTIMATE EFFICIENCY

- Maytag brand brings high-efficiency to the dryer!
- **Lifetime savings pay for the pair†** (Learn more on page 13.)
- All washers exceed **ENERGY STAR®** qualification and our new **HE dryers save energy and money**

FEATURE FINDER

- 2** PowerWash™ system, PowerWash™ cycle, PowerSpray technology and Optimal Dose dispenser
- 6** Interactive LCD display
- 8** Key features and benefits of Maxima™ washers
- 10** Key features and benefits of Maxima™ dryers
- 12** Maytag® Commercial Technology and 10-year limited parts warranty†
- 13** Efficiency driven by performance
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- 16** Washer and dryer demonstrations
- 17** Selling the lineup

NOTE: Not all features are available on all models.

*Based on current 12 month consumer state tracker 2010 Smith-Dahmer Associates LLC. **Among leading competitive brand front load washers; comparable cycles and settings. †Visit maytag.com for warranty details. ††Among leading brand front load washers, based on testing of out-of-balance loads. ‡Compared to pre-2004 traditional washers, based on average use, 11-year average washer life, MSRP as of 4/11. Compared to top load traditional top load pairs, electric models only, based on average use, 12-year average dryer life, MSRP as of 4/11, when paired with Maxima™ washers.

Our newest Maytag® Maxima™ washers are **tough on stains** and **even tougher on dirt**. The PowerWash™ system combines the PowerWash™ cycle, PowerSpray technology and the Optimal Dose dispenser so that **even the most stubborn everyday stains and soils don't stand a chance**.

BEST CLEANING IN

enabled by the PowerWash™ system

THE MOST POWERFUL CLEANING JUST GOT STRONGER

1 POWERWASH™ CYCLE

Extra cleaning action and a thorough rinse **power out tough stains like wine and ground-in dirt**.

The built-in water heater delivers increased wash temperatures to ensure better soil and stain removal. Learn more on the opposite page.

2 POWERSPRAY TECHNOLOGY

EXCLUSIVE

This exclusive technology ensures **even detergent distribution for enhanced cleaning performance**.

Detergent solution is sprayed directly onto clothes to instantly start cleaning soils and stains. The spray **penetrates deep into fabric fibers to pull out dirt without foaming**. See page 4 for details.

3 OPTIMAL DOSE DISPENSER

The Optimal Dose dispenser injects detergent in the correct amounts intermittently throughout the fill time. This provides significantly **better cleaning performance while using less detergent**. In fact, this smart dispensing system uses nearly 10% less HE detergent, and **holds up to 36 loads of detergent**.** See how this dispenser works on page 5.

PowerWash
SYSTEM



NOTE: Not all features are available on all models.

*Among leading competitive brand front load washers; comparable cycles and settings. **Based on 6X concentration of HE detergent.

The PowerWash™ cycle alone **wipes out messes from ground-in dirt to set-in soils**. This mighty cycle uses a **triple-threat method to tackle the dirtiest loads**. It's just another way Maytag brand is delivering the **dependable cleaning performance** your customers can count on.

THE INDUSTRY*

HOW POWERWASH™ CYCLE WORKS

EXTRA CLEANING ACTION

An extended wash sequence continuously moves the detergent solution through clothes to **loosen stains and ground-in dirt**.

ENHANCED STAIN REMOVAL

Using the built-in water heater, **higher temperatures are reached** to fight difficult stains. Detergent is more effective and **stubborn soils are penetrated** when warmer temperatures are used. On select models steam provides an enhanced level of cleaning performance.

THOROUGH RINSE

After the wash part of the cycle, a thorough **rinse of clean water** flushes out any remaining detergent or lingering soils.



ASK

- How often do you wish you had advanced cleaning that powers away stains and removes the need to pretreat?
- How frequently do you think you've added too much detergent?
- What pre-treating products are you longing to get rid of?

TELL

The PowerWash™ system gives the cleaning performance of the PowerWash™ cycle combined with PowerSpray technology and the Optimal Dose dispenser. A three-fold system like this helps remove the need to pretreat. Plus, the Optimal Dose dispenser lets customers pour several doses of detergent in so they aren't constantly refilling every time they wash a load.

SELL

Available on model: MHW9000Y

Just when you thought the PowerWash™ cycle couldn't get any stronger, we added PowerSpray technology in our Maxima™ 9000 series washer to **impact difficult-to-remove stains**. Detergent is sprayed directly onto clothes to instantly start cleaning soils and stains at the beginning of the cycle.

BLAST DIRT AWAY

with PowerSpray technology

POWERSPRAY TECHNOLOGY IN ACTION

EXCLUSIVE

DETERGENT MIXES

PowerSpray technology is **connected to Optimal Dose dispensing to ensure optimal cleaning benefits every time**. Large and heavily soiled loads use more detergent while small and lightly soiled loads use less detergent.

CONCENTRATION IS SPRAYED

Spray application **provides significantly better coverage** in comparison to traditional Direct Inject systems. The slower application of detergent in the initial fill provides a **better distribution of the soap and water solution onto the load**, resulting in better and more uniform cleaning.

WASH ACTION INCREASES CLEANING

The concentration sprays above the load at 8 liters per minute with a 25 PSI inlet pressure to power away stains. The cone-shaped spray pattern covers over 50% of the drum area. This pressurized cleaning **goes into action with every cycle** to enhance the cleaning process.



THINK OF IT THIS WAY

When you turn on a hose, water flows without much force. This is a lot like Direct Inject cleaning. But when you place your thumb on the end and partially block the water, you create more pressure that can help remove soils and stains more thoroughly. **Our new PowerSpray technology packs the kind of power that can remove even the most difficult stains.**

Thanks to the Optimal Dose dispenser, **each load gets just the right amount of cleaning.** A removable cartridge holds multiple detergent doses and depending on load size and fabric, the dispenser will inject detergent multiple times while the washer fills for **peak performance.**

IDEAL TREATMENT

with the Optimal Dose dispenser

DISPENSING THE SMART WAY

SELECT DETERGENT CONCENTRATION

At first use, customers must **select detergent concentration and water hardness using the interactive LCD screen.** If another detergent concentration is used for different loads, repeat this step.

Customers must use **liquid HE detergent to activate Optimal Dose dispensing.** To use granulated HE detergent, remove the Optimal Dose dispenser to default to Direct Inject technology instead of PowerSpray technology.

FILL CARTRIDGE

The dispensing compartment **holds up to 36 loads of detergent.*** Customers must pour detergent into a removable detergent cartridge. This cartridge **ensures that the correct dosing is dispensed on each load.** When the cartridge is removed, cleaning automatically defaults to Direct Inject.

DETERGENT MIXES

Detergent and water mix and are **dispensed at the right time to penetrate fabrics and virtually eliminate pretreating.** Detergent is held and is not automatically released into the basket like other systems in the market. When detergent is low, the LCD screen displays an alert. Press start again on the cycle to override, or refill the dispenser and then proceed with the wash selection.

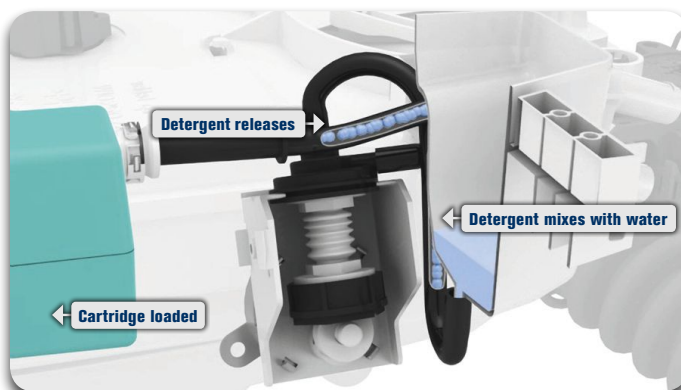
optimal dispense



You have enough detergent.
Detergent is automatically dispensed.

To exit, press OPTIMAL DISPENSE.

| 2x | normal | |
|-------------------------|----------------|--|
| detergent concentration | water hardness | |



NOTE: Not all features are available on all models.


*Based on 6X concentration of HE detergent.

Check out our **user-friendly, full-color, widescreen LCD display**! Our interactive LCD display lets customers get more out of their laundry pair and easily keep an eye on the various wash and dry cycle stages. They also get **stain removal tips, laundry hints and more**.

SUPERIOR TECHNOLOGY

MAKES LAUNDRY DAY EASIER

learn more



baby food

- Pretreat by rinsing in cold water to prevent the stain from setting.
- Use the following settings:

Cycle: Whites

Temperature: Warm/Cold

Pretreat: Presoak

To exit, press LEARN MORE


back

all categories

STAIN SOLUTIONS

Stubborn stains are a challenge to your customers. The Stain Assist feature is here to offer useful suggestions that will help **keep their clothes looking bright and new** by providing information on a number of common stains and soils.

optimal dispense



You have enough detergent.

Detergent is automatically dispensed.

To exit, press OPTIMAL DISPENSE.

2x

normal


detergent concentration

water hardness

OPTIMAL DOSE DISPENSER

The LCD display allows customers to **input the proper detergent concentration** and water hardness needed for the Optimal Dose dispenser to deliver the best fabric care possible.

specialty cycles



shower curtains

pillows

kitchen towels

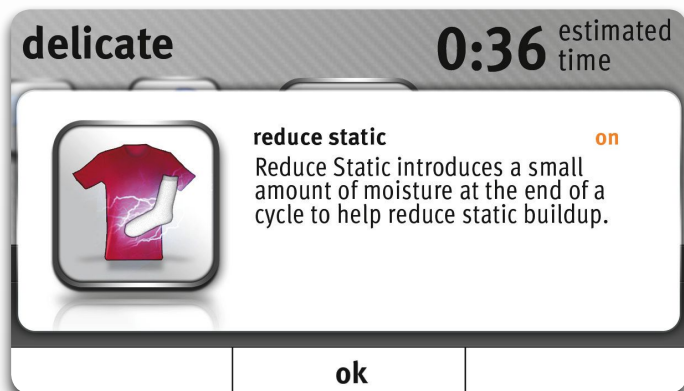
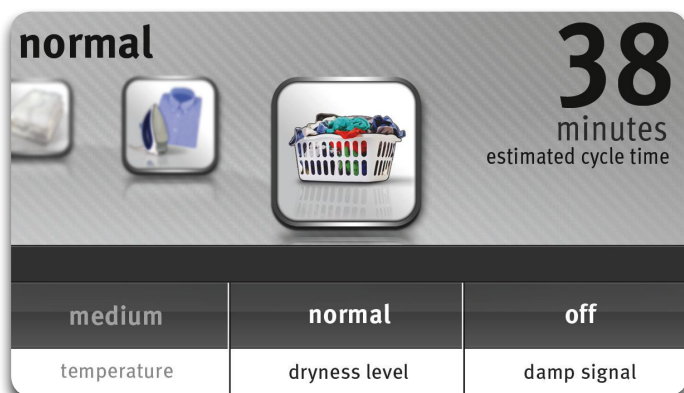
SPECIALTY CYCLES

This pair offers 19 specialty care cycles in both the washer and the dryer that help your customers wash and dry those items that they might not think of cleaning with a traditional laundry pair.



AT YOUR FINGERTIPS

INTELLIGENCE IN THE DRYER, TOO!



CYCLE STARTUP

The display featured on this Maxima™ laundry pair allows customers to select cycles more intelligently. They can **begin a cycle with just the touch of a button or customize a cycle exactly to their liking.**

REDUCE STATIC OPTION

Customers can choose this option from the LCD screen. A fine mist is sprayed into the heated dryer drum at the end of the cycle to create steam and **help reduce static in the load.**

SELL THEM AS A PAIR!

Make sure customers don't leave without purchasing the matching dryer. Specialty cycles on the dryer were designed to perfectly complement wash cycles, helping your clothes get optimal cleaning.

Plus, when customers step-up to a bigger washer capacity, they'll need to upgrade their dryer, too! A larger capacity dryer can help **decrease dry times, more evenly dry clothes and prevent wrinkles from setting in.**



No matter which Maxima™ laundry pair your customers choose, it will feature the **dependable components** and **power** that customers expect from Maytag brand. The following performance features are standard to each washer in the Maxima™ lineup.

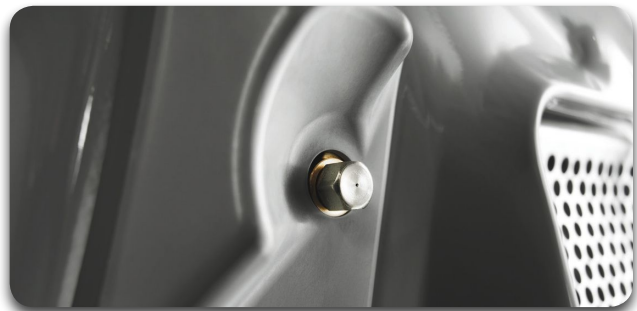
FEATURES YOU CAN behind Maytag® Maxima™ high-efficiency washers

A SMART SPIN ON WASHING



BEST CLEANING IN THE INDUSTRY!*

No matter which Maxima™ washer customers buy, they can be assured they get the best cleaning in the industry!† Both the PowerWash™ system and cycle **power out tough stains** like wine and ground-in dirt with extra cleaning action, a thorough rinse and a built-in water heater that delivers increased wash temperatures to ensure **better soil and stain removal**.



STEAM FOR STAINS OPTION

Available with select wash cycles including Allergen and the PowerWash™ cycle, this option uses a combination of water temperature and steam to provide the optimal environment for detergent enzymes to work on **removing organic stains**.



NEW AND IMPROVED DVT!

Wash and dry a small load of clothes right in the washer!††

When the Fresh Hold® option with Dynamic Venting Technology™ (DVT) is activated, it runs for up to **16 hours** after the wash cycle ends. Activate this option on its own to **begin drying out the washer between loads**.



Visit maytag.com for warranty details.

MAYTAG® COMMERCIAL TECHNOLOGY & 10-YEAR LIMITED PARTS WARRANTY†

Maxima™ washers bring **long-lasting, commercial-grade components to the home**. In addition, all new Maxima™ washers include a 10-year limited parts warranty† on the washer motor and the stainless steel wash basket. Learn more about MCT components on page 12.

NOTE: Not all features are available on all models.

*Among leading competitive brand front load washers; comparable cycles and settings.

††Based on testing of a 3-lb load of lightweight fabrics for 16 hours. †Visit maytag.com for warranty details.



COUNT ON



Models: MHW7000XG & ME/GD7000XG

ADVANCED VIBRATION CONTROL™ PLUS

Now customers can own a washer that recalibrates to any environment, including upper floor installation, and be **assured of optimal spinning performance** and vibration control. **Wash loads of nearly any size without worrying** about vibration thanks to a six-point suspension system, two ball-bearing balance rings and advanced software. Maytag® Maxima™ washers have the **best vibration control when cleaning large loads.**†



HOW IT WORKS

- 1 Two balancing rings, one in the front and the other in the back of the wash basket include a total of 52 ball bearings. They take loads to **maximum speeds of up to 1,400 RPM while maintaining control.** Other brands use only a single ring with just 9 ball bearings!
- 2 The accelerometer located on the cabinet uses a microprocessor to measure the washer's movement. It recalibrates for every load size and monitors continuously throughout the cycle for optimal spin speeds. If out of balance motion is detected, the **washer automatically redistributes the load.**
- 3 An improved 6-point suspension system with MCT components is tuned to handle even the largest loads and fastest spin speeds

BENEFIT

This dependable system **guards against vibration and noise, making installation possible nearly anywhere.** Even on soft floors, Advanced Vibration Control™ Plus maintains control and adjusts to accommodate its location. If the washer is moved, the system learns its new surroundings for consistent performance.

DIRECT DRIVE WITH A PURPOSE

This premium, copper-wire direct drive motor is **more durable and dependable.** Plus, it operates with fewer parts that create less noise. The direct drive motor uses enough **power to move even the largest loads** cleaned by a 4.3 cu. ft. capacity washer.

Other brands use an aluminum wire with a copper coating which isn't nearly as durable.



††Based on current 12 month consumer state tracker 2010 Smith-Dahmer Associates LLC.
*Among leading brand front load washers, based on testing of out-of-balance loads.

Infused with **upgraded sensor technology** and a host of dependable features, Maxima™ HE dryers help **prevent shrinking while delivering unmatched results**. Plus, with sensor technology in the dryer, we deliver energy efficiency and savings that will exceed your customers' expectations.

STATE OF THE ART

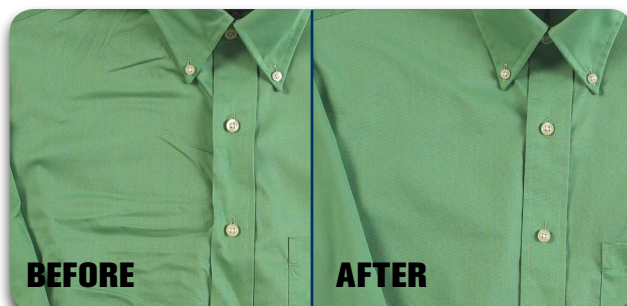
behind Maytag® Maxima™ high-efficiency dryers

INTELLIGENT DRYER DESIGN



STAINLESS STEEL DRYER DRUM

Designed with a **stronger, thicker gauge stainless steel** than competitive models, this drum was made to endure. Its shiny surface provides a **bold look that also resists wear and tear**.



STEAM-ENHANCED DRYER CYCLES

Effectively relaxes wrinkles and refreshes clothes with steam that penetrates fabric fibers. The Auto Refresh cycle determines the load size and automatically steams it. Plus, the y-connector makes hooking up steam **easier and less messy than filling a reservoir**.



CAPACITY TO WASH AND DRY IT ALL

It's our largest capacity front load washer ever! This lineup features 4.3 cu. ft. capacity so more clothes are washed in every load, for fewer loads per week. Customers can **wash and effectively clean 29 towels in a single load.*** This 7.4 cu. ft. capacity dryer provides enough space to **evenly dry the largest loads.**** From small loads to the bulkiest comforters, there's room to dry it all!



Maytag® Commercial Technology

MAYTAG® COMMERCIAL TECHNOLOGY

Every Maytag® Maxima™ dryer features **long-lasting, commercial-grade components for the home** including a durable high-performance motor and a 5-rib dryer belt. Learn more about MCT components on page 12.



See how Maxima™ washer and dryer performance drives water and energy efficiency on page 13.

NOTE: Not all features are available on all models.

*24" x 44" towel size. **Based on testing of an 18-lb load.

PERFORMANCE


high efficiency
SensorDrying

HIGH-EFFICIENCY ADVANCED MOISTURE SENSING SYSTEM

Three active built-in sensors read incoming air temperature, exhaust air temperature and moisture levels so that the drying cycle can end when everything is perfectly dry, **saving time and energy**. Loads are **protected from overdrying to reduce the risk of shrinking**.

HOW IT WORKS

- 1 An inlet thermistor on the heater box checks temperature of incoming hot air.
- 2 Moisture sensing strips give a signal when there's moisture and calculate the number of damp hits.
- 3 An outlet thermistor measures heat coming out of the duct.
- 4 The four baffles keep clothes actively tumbling.

When both temperatures of the inlet and outlet thermistors reach the desired dry temperature and there are no more damp hits, the load is dry.

QUAD BAFFLES

Four unique interior baffles keep clothes moving in the drum for superior drying. This innovative design **promotes active tumbling and prevents clothes from riding the baffle**. Point out the difference in number of baffles to customers.



SOUNDGUARD™ STAINLESS STEEL DRYER DRUM

Three-layers of protection dramatically minimize noise and **maintain durability**. This top-of-the line dryer drum uses two layers of steel with a middle sound-dampening material that covers the entire drum. It effectively **quiets tumbling noise generated by hard objects like coins, buckles and buttons**. (Available on models ME/GD7000X & ME/GD9000Y only.)

THINK OF IT THIS WAY

It's like ringing a bell! When you ring a bell with your hand around it, it dampens the sound. Show customers the difference in sound-dampening by tapping on the drum and comparing it to other models.

This powerful pair delivers MCT parts that **stand the test of time even with repeated use**. Not only are Maxima™ washers and dryers built strong, they feature chrome details and a **bold new look** that are leading the way in laundry design. It's proof that great things come in square packages.

RELIABLE CLEANING

with Maytag® Commercial Technology (MCT)

MCT IN THE WASHER

1 ZINC-COATED SPRINGS

Resist corrosion under harsh conditions for **long-lasting performance**.

2 NICKEL-PLATED DAMPERS

The exclusive surface coating on the dampers improves corrosion resistance even under harsh conditions. Plus, the dampers **help minimize vibration**.

3 DURABLE PUMP IMPELLER

The pump impeller was manufactured to deliver **better wear resistance for added durability**. The impeller is made with 10% more calcium than other impellers to better withstand foreign objects in the pump like coins or nails.



MCT IN THE DRYER

4 DURABLE HIGH-PERFORMANCE MOTOR

The high-torque motor provides **improved start-up performance** with large heavy loads as well as a longer life.

5 5-RIB DRYER BELT

This 5-rib belt is at least **4 times stronger** than the current 4-rib belts, based on the accelerated belt stand test.

Not only do all new Maxima™ washers feature MCT parts, they also include a 10-year limited parts warranty* on these features:

- Stainless steel wash basket
- High performance washer motor



Visit maytag.com for warranty details.

Thanks to these dependable parts, our washers give the reliability customers expect from Maytag brand.



*Visit maytag.com for warranty details.



high efficiency
SensorDrying

Maxima™ washers **use less water and energy** and our dryers are high-efficiency, too! And when paired together, they **help lower utility bills and save money**. In fact, customers can **save enough to pay for the pair!****

EFFICIENCY

driven by performance

USES UP TO
81%
LESS WATER AND
79%
LESS ENERGY†

LET'S DO THE MATH!

WASHER SAVINGS

Up to \$131.72 in water savings per year
+ Up to \$70.52 in energy savings per year
× 11 years
Up to \$2,224.64 in lifetime water & energy savings††



DRYER SAVINGS

Up to \$95.34 in energy savings per year
× 12 years
Up to \$1,144.08 in lifetime energy savings†

GRAND TOTAL
OVER \$3,300! in lifetime water & energy savings



THE WAYS IT SAVES

SMART WASHER SAVINGS

Uses up to 81% less water and 79% less energy† and is CEE Tier 3†† rated. No other brand offers a more efficient washing machine. **Select markets qualify for CEE Tier energy and water rebates.** Have customers consult their local utility company for any available rebates.

HIGH-EFFICIENCY DRYING

Now customers can get an HE dryer to match their HE washer! Enabled by the energy-saving Advanced Moisture Sensing system, this dryer **uses 48% less energy** compared to pre-2004 traditional electric dryers.

**Based on washer and dryer MSRP as of 4/11. †Compared to pre-2004 traditional top load washers. ††Compared to pre-2004 traditional washers, based on average use, 11-year average washer life. ‡Compared to top load traditional top load pairs, electric models only, based on average use, 12-year average dryer life, when paired with Maxima™ washers. ‡‡Based on the Consortium for Energy Efficiency qualified product ratings. Visit cee1.org for more information.

KNOW YOUR WASHER



Model: MHW9000YG

| ITEMS TO WASH | WASH CYCLES | WASH TEMPERATURE* | SPIN SPEED | SOIL LEVEL | STEAM OPTION | AVAILABLE OPTIONS | CYCLE DETAILS | CYCLE TIME |
|--|----------------------------|---|---|--|--------------|--|--|------------------|
| Normally soiled cottons, linens, sheets and mixed garment loads | Normal | Hot/Cold Warm/Warm Warm/Cold Cool/Cold Cold/Cold | Extra High High Medium None | Extra Heavy Heavy Normal Light | Yes | Extra/Ultra Rinse Steam for Stains Max Extract™ Pretreat Fresh Hold® Delay Start | This cycle combines medium-speed tumbling and a high-speed spin. This cycle is designed to provide the most energy efficiency. | 0:59– 1:15 |
| Sturdy colorfast fabrics, heavily soiled garments, towels and jeans | Heavy Duty | Steam Sanitize™/ Cold Hot/Cold Warm/Warm Cool/Cold Cold/Cold | Extra High High Medium Low Extra Low None | Extra Heavy Heavy Normal Light | Yes | Extra/Ultra Rinse Steam for Stains Max Extract™ Pretreat Fresh Hold® Delay Start | High-speed tumbling and a high-speed final spin help provide optimal cleaning and reduce drying times. | 1:36– 1:48 |
| Heavily soiled white fabrics and garments | Whites | Steam Sanitize™/ Cold, Hot/Cold Warm/Warm Warm/Cold Cool/Cold Cold/Cold | Extra High High Medium Low Extra Low None | Extra Heavy Heavy Normal Light | Yes | Extra Rinse Steam for Stains Max Extract™ Pretreat Fresh Hold® Delay Start | Hot wash temperatures ensure liquid chlorine bleach action. An Extra Rinse helps remove any bleach residue in clothes. | 1:45– 2:00 |
| Heavily soiled durable fabrics, overalls, coveralls, sweatshirts, pants and outdoor garments | PowerWash™ | Steam Sanitize™/ Cold Hot/Cold Warm/Warm Warm/Cold | Extra High High Medium Low Extra Low None | Extra Heavy Heavy Normal Light | Yes | Extra/Ultra Rinse Steam for Stains Max Extract™ Pretreat Fresh Hold® Delay Start | Features an extended wash time to help remove tough stains. Stain Clean/Steam for Stains (depending on model) is automatically added for extra cleaning power. | 2:30– 2:40 |
| Lightly-soiled shirts, blouses, trousers, pants and dresses | Wrinkle Control | Hot/Cold Warm/Cold Cool/Cold Cold/Cold | Medium Low Extra Low None | Extra Heavy Heavy Normal Light | Yes | Extra/Ultra Rinse Steam for Stains Max Extract™ Pretreat Fresh Hold® Delay Start | This cycle combines low-speed tumbling and low-speed spin for gentle fabric care and reduced wrinkling. | 0:59– 1:15 |
| Blankets and comforters | Bedding | Sanitize™ Hot/Cold Warm/Warm Warm/Cold Cool/Cold Cold/Cold | High Medium Low Extra Low None | Extra Heavy Heavy Normal Light | Yes | Extra/Ultra Rinse Steam for Stains Pretreat Fresh Hold® Delay Start | Uses an initial soak to completely saturate the load, followed by medium wash speeds and a medium-speed spin to maintain load balance. | 1:10– 1:30 |
| Sturdy garments and household items exposed to possible allergens | Allergen† | Steam Sanitize™/ Cold Hot/Cold | Extra High High Medium | Extra Heavy Heavy Normal Light | Yes | Extra Rinse Steam for Stains Max Extract™ Pretreat Fresh Hold® Delay Start | Uses more water to flush out allergens such as dust mites and pet dander from normally-soiled items. | 1:40– 1:55 |
| Sheer fabrics, lingerie, sweaters and silks | Delicate | Warm/Warm Warm/Cold Cool/Cold Cold/Cold | Extra High High Medium Low Extra Low None | Normal Light | No | Extra/Ultra Rinse Fresh Hold® Delay Start | This cycle combines low-speed tumbling with low-speed spin for gentle fabric care and reduced wrinkling. | 0:36– 0:40 |
| Small loads of items labeled "handwash" (Undergarments, bras, silks) | Handwash | Warm/Warm Warm/Cold Cool/Cold Cold/Cold | Extra High High Medium Low Extra Low None | Normal Light | No | Extra/Ultra Rinse Fresh Hold® Delay Start | Similar to the way garments are hand-washed in a sink, this cycle combines periods of low-speed tumbling and soaking. NOTE: Use mesh garment bags as needed. | 0:29– 0:35 |
| Small loads of 3–4 lightly soiled garments | Small Load | Hot/Cold Warm/Cold Cool/Cold Cold/Cold | Extra High High Medium Low Extra Low | Heavy Normal Light | No | Extra/Ultra Rinse Fresh Hold® Delay Start | For small loads (3–4 items) needed quickly. This cycle combines high-speed tumbling, a shortened wash time, and a high-speed spin for reduced drying time. | 0:26– 0:35 |
| Swimwear, items that need rinsing only | Rinse/Drain & Spin | Warm/Warm Warm/Cold Cool/Cold Cold/Cold | Extra High High Medium Low Extra Low None | N/A | No | Extra/Ultra Rinse Fresh Hold® | This cycle adds water, then uses high-speed tumbling and an extra high-speed spin. For some fabrics you may wish to set the spin speed to a lower setting. | 0:29– 0:33 |
| Wet load of clothes | Rinse/Drain & Spin | N/A | Extra High High Medium Low Extra Low None | N/A | No | Fresh Hold® | Select "None" for rinses. Use this cycle to spin excess water out of a load. This cycle drains the water and spins at an extra-high speed. Spin speed can be set to a lower setting. | 0:18– 0:22 |
| No clothes in washer | Clean Washer with affresh® | N/A | N/A | N/A | No | N/A | Use monthly with affresh® to clean the interior of the washer. Make sure no clothes are in the washer. The Clean Washer light will flash every 30 loads to remind you to run the Clean Washer cycle. | 1:05 |
| Shower curtains, pillows, kitchen towels, stuffed animals, pet bedding, bath mats, drapes, rugs, tablecloths | Specialty Cycles | | Temperature, soil level, spin speed and options for each vary by cycle. See the "Specialty Cycle" section of the Use & Care Guide for more information. | | | | Specialty Cycles provide custom drying cycles for tackling common household cleaning tasks. Refer to the on-screen description for individual cycles for additional details and available settings. | Varies per cycle |

NOTE: Not all features are available on all models.

Bold indicates default settings for that cycle.

*All temperature selections feature a Cold rinse, except Warm, which features a warm wash and a warm rinse. **Cycles certified by NSF International to reduce 99.9% of household bacteria.

Bacteria tested were *K. pneumonia*, *P. aeruginosa* and *S. aureus*. †Cycle certified by NSF International to reduce up to 95% of tested allergens. Allergens tested were dust mites and pet dander.

AND DRYER CONSOLES



Model: ME/GD9000YG

| ITEMS TO DRY | DRY CYCLES | DRYING TEMPERATURE* | DRYNESS LEVEL | DEFAULT CYCLE TIME | AVAILABLE OPTIONS | CYCLE DETAILS |
|--|------------------------|--|-------------------------------|--------------------|---|--|
| Heavyweight items such as towels or heavy work clothes | Heavy Duty | High | More Normal Less | 45 | Damp Dry Signal Wrinkle Prevent ^{††} Reduce Static Steam Boost | Offers stepped drying starting with High heat followed by Medium heat for enhanced fabric care and energy savings. |
| Work clothes, casual wear, mixed cottons, sheets and corduroys | Normal | Medium | More Normal Less | 38 | Damp Dry Signal Wrinkle Prevent ^{††} Reduce Static Steam Boost | Uses Medium heat to dry large loads of mixed fabrics and items. Normal is the preferred energy cycle. |
| Jeans and denims | Denim | Medium-High | More Normal Less | 50 | Damp Dry Signal Wrinkle Prevent ^{††} Reduce Static Steam Boost | Stepped drying uses High heat initially, followed by Medium heat to drive moisture from jeans and denims. |
| Jackets, comforters and pillows | Bedding | Medium | More Normal Less | 55 | Damp Dry Signal Wrinkle Prevent ^{††} Steam Boost | Use for drying large, bulky items; do not overfill dryer drum. Partway through the cycle, the signal will sound for 2 minutes to indicate when it is time to rearrange items for optimal drying. |
| Shirts blouses, permanent press, synthetics and lightweight items | Wrinkle Control | Low | More Normal Less | 33 | Damp Dry Signal Wrinkle Prevent^{††} Reduce Static | Uses a stepped drying temperature from Medium-High to Low for improved moisture removal and enhanced fabric care. |
| Undergarments, blouses, lingerie and performance wear | Delicate | Extra Low | More Normal Less | 28 | Damp Dry Signal Wrinkle Prevent ^{††} Reduce Static | Uses Extra Low heat to gently dry delicate items. |
| Large loads of cotton towels and heavyweight items | Towels | High | Normal | 70 | Wrinkle Prevent ^{††} | This is a long cycle with high heat, which has been proven to reduce household bacteria. This cycle is not recommended for all fabrics. Use for large loads of heavyweight fabrics such as cotton towels. |
| Small loads and sports wear | Small Load | High Medium Low Extra Low Air Only | Normal | 18 | Wrinkle Prevent ^{††} | For small loads of 3–4 items. |
| Any load | Timed Dry | High Medium Low Extra Low Air Only | Normal | 40 | Wrinkle Prevent ^{††} | Use to dry items to a damp level for items that do not require an entire drying cycle. Select a drying temperature based on the type of fabrics in your load. If you are unsure of the temperature to select for a load, select the lower setting rather than the higher setting. NOTE: Select Air Only to dry foam, rubber, plastic or heat-sensitive fabrics. |
| Shirts, blouses and slacks | Auto Refresh (Steam) | High Medium-High Medium | Normal | 22 | Wrinkle Prevent ^{††} Reduce Static | Use to reduce odors and light wrinkles from small to medium-sized loads of dry items. Dry time will automatically adjust when the load size is sensed. Cycle run time cannot be manually adjusted. Temperature is selectable. Do not add dryer sheets. |
| Mixed loads | Custom Refresh (Steam) | Medium-High | Normal | 15 | Wrinkle Prevent ^{††} Reduce Static | Use to reduce wrinkles, including from loads left in the dryer too long. For larger loads, you may add additional time up to 50 minutes in 5 minutes increments using the Timed Dry adjust buttons. Do not add dryer sheets. |
| Shower curtains, pillows, kitchen towels, stuffed animals, pet bedding, bath mats, drapes, rugs, tablecloths | Specialty Cycles | Temperature, dryness, time and options for each vary by cycle. See the “Specialty Cycle” section of the Use & Care Guide for more information. | | | Specialty Cycles provide custom drying cycles for tackling common household cleaning tasks. Refer to the on-screen description for individual cycles for additional details and available settings. | |

Bold indicates default settings for that cycle.

OTHER MAXIMA™ MODELS FEATURE SIMILAR CYCLES AND OPTIONS. SEE CONSOLE AND SPIN DEMONSTRATIONS ON PAGE 16.

^{††}Or Wrinkle Prevent with Steam (on some models). Wrinkle Prevent with Steam is available only with High and Medium Drying Temperature settings.

TAKE IT TO THE FLOOR

Demonstrations applicable to Maxima™ 9000 series washers and dryers only.



CONTROL PANEL DEMO (WASHER AND DRYER)

1. With the unit plugged in and the power off, press and hold the START/PAUSE and CONTROL LOCK buttons at the same time for 3 seconds and then press the START/PAUSE button once within 5 seconds.
2. This mode is for both the washer and dryer. After completing step 1, a sequence of LCD screens will scroll through showing details of the product. The buttons will be active and will light up, allowing customers to interact with the washer and dryer just like they would at home.
3. To exit the Control Panel Demo mode, press and hold the START/PAUSE and CONTROL LOCK buttons at the same time for 3 seconds, or interrupt power to the machine. All settings will be reset to factory default settings.



WASH AND SPIN DEMO (WASHER ONLY)

1. Make sure the washer is properly leveled and enter the Control Panel Demo mode as listed above.
2. Press and hold the OPTIMAL DISPENSE and CONTROL LOCK buttons at the same time for 3 seconds.

The washer will operate a short wash cycle to demonstrate the features listed below and will begin as soon as the mode is entered.

- A. Door Lock
 - B. Tumbling 1
 - C. Tumbling 2
 - D. High speed spin
 - E. Fresh Hold® option
3. Press the RIGHT NAVIGATION button to progress the cycle to the next feature.
 4. To exit back to the Control Panel Demo mode, press the POWER button or progress to the end of the cycle.

MODEL LINEUP

Bold type indicates step-up feature.



| WASHER MODELS | MHW6000X | MHW7000X | MHW9000Y |
|---|---------------------|---------------------|-----------------------|
| Capacity (cu. ft. DOE) | 4.3 | 4.3 | 4.3 |
| ENERGY STAR® qualified | • | • | • |
| CEE Tier rating* | Tier 3 | Tier 3 | Tier 3 |
| Interactive LCD display | | | • |
| Cycles/Options | 11/6 | 12/8 | 31/7 |
| PowerWash™ system | | | • |
| PowerSpray technology | | | • |
| Optimal Dose dispenser | | | up to 36 loads** |
| PowerWash™ cycle | • | • | • |
| Allergen cycle | • | • | • |
| Clean Washer with affresh® cycle | • | • | • |
| NSF Certified Sanitization temperature setting | • | with steam | with steam |
| New Fresh Hold® option with Dynamic Venting Technology™ | 16-hour | 16-hour | 16-hour |
| Steam for Stains option | | • | • |
| Temperature settings/Soil levels | 5/4 | 5/4 | 6/4 |
| Spin speed | up to 1,400 RPM | up to 1,400 RPM | up to 1,400 RPM |
| Timed release dispenser system | 4-tray | 5-tray | Bulk detergent |
| Interior LED drum light | | • | • |
| Advanced Vibration Control™ Plus | • | • | • |
| Dimensions (H x W x D) | 38" x 27" x 31-1/2" | 38" x 27" x 31-1/2" | 38" x 27" x 31-1/2" |
| Color options | W/R/G | W/R/G | W/R/G |

ACCESSORIES

| | |
|---|-----------------------|
| 15.5" premium pedestals with chrome handle | XHPC155XW/R/G |
| 15.5" pedestals | XHP1550VW & XHP1550WR |
| 10" pedestals | MHP1000SQ |
| Worksurface | XW29000XW/R/G |
| Optimal dispense cartridge | W10250743A |
| affresh® washer cleaner | W10135699 |
| Dryer door reversal kit | W10315283RP |
| LP Conversion kit | W10307153 |
| Dryer rack | W10322470A |
| Stack kit | W10298318RP |
| 4-Way internal vent kit (back-standard, left, right and bottom) | W10323246 |

| DRYER MODELS | ME/GD6000X | ME/GD7000X | ME/GD9000Y |
|----------------------------------|---------------------|------------------------------|------------------------------|
| Capacity (cu. ft.) | 7.4 | 7.4 | 7.4 |
| High-efficiency model | • | • | • |
| GentleBreeze™ drying system | • | • | • |
| Advanced Moisture Sensing | • | • | • |
| Interactive LCD display | | | • |
| Cycles/options | 8/5 | 11/7 | 31/6 |
| Steam cycles with direct hook up | Auto Refresh | Auto Refresh, Custom Refresh | Auto Refresh, Custom Refresh |
| Wrinkle Prevent option | up to 150 minutes | up to 120 minutes with steam | up to 140 minutes with steam |
| Steam Boost option | | • | • |
| Reduce Static option | | • | • |
| Temperature settings | 5 | 5 | 6 |
| Stainless steel dryer drum | • | SoundGuard™ | SoundGuard™ |
| Interior LED light | • | • | • |
| Reversible, side-swing door | • | • | • |
| Durable glass window | • | • | • |
| Quad baffles | • | • | • |
| Dimensions (H x W x D) | 38" x 27" x 31-1/8" | 38" x 27" x 31-1/8" | 38" x 27" x 31-1/8" |
| Color options | W/R/G | W/R/G | W/R/G |

COLOR OPTIONS

Available colors of each model number shown in chart

| | | |
|-----------|-------------|-------------|
| W White | R Crimson | G Granite |
|-----------|-------------|-------------|

WHAT DOES IT MEAN?

M H W 9 0 0 0 Y R

M BRAND CLASSIFICATION
M = Maytag®

9000 FEATURE SET
Ranges from 6000-9000. The higher the number, the more features

R COLOR
W = White
R = Crimson
G = Granite

HW LAUNDRY PLATFORM
HW = Front load washer
ED = Electric dryer
GD = Gas dryer

Y YEAR OF LAUNCH
X = 2010
Y = 2011



NOTE: All models shown with optional pedestals.

*Based on the Consortium for Energy Efficiency qualified product ratings. Visit cee1.org for more information. **Based on 6X concentration of HE detergent.

Need a quick and easy way to share product info with customers? Look no further! These handy one-liners in quotes are great phrases to use on the floor.

**Finally, a washer that
can dry* and a dryer
that can save.**

**Every Maxima™ washer and
dryer is built with Maytag®
Commercial Technology!**

SALES MATERIALS

To order support materials such as P-O-P and training documents, call 1-800-643-3444, or order online 24 hours a day at Whirlpool Trade Fulfillment Center via whr.com or www.mywhirlpool.com. Please have the form numbers ready for the materials you would like to order. To learn more about Maytag® laundry pairs see The Loop™ Appliance Connection for video demonstrations or visit **maytag.com**



MAXIMA™ LAUNDRY FACTORY INSTALLED P-O-P

MHW9000Y & ME/GD9000Y
Form Nos. ML110035A, B, D
Cost: FREE

MHW7000X & ME/GD7000X
Form Nos. ML100119A, C-K
Cost: FREE

MHW6000X & ME/GD6000X
Form Nos. ML100119A, B, D-K
Cost: FREE



2011 PARTS AND ACCESSORIES CATALOG

Form No. WA100301
Cost: FREE

SPRING 2011 ADVANTAGE MAGAZINE

Form No. XT100143
Cost: FREE

2011 MAYTAG® FULL-LINE CATALOG

Form No. MX100146
Cost: \$3.00 each

2011 MAXIMA™ LAUNDRY SPECIFICATIONS SHEET

Form No. ML110003
Cost: \$0.50/pad of 25



WHAT'S INSIDE MATTERS™

*Based on testing of a 3-lb load of lightweight fabrics for 16 hours. ®Registered trademark/™Trademark of Maytag Properties, LLC or its related companies.
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